

Carriers Start A Business Career

More than 200,000 Observer newspapers are delivered each week, 52 weeks a year, to the homes of ONI's seven communities, and at the heart of that service is the young independent businessman known as the neighborhood carrier boy.

This growing family of carriers, now totaling more than 1,000, all are home town boys who quite likely may be in business for the first time in their lives.

They form the final link in the chain between those who produce the newspaper and the readers for whom it is prepared, and theirs is one of the most vital of all responsibilities. Unless they do their job as scheduled, all other effort is in vain, and ONI is proud that these carriers do that job and do it well.

The home office staff of the circulation department keeps the line of communication between themselves and their carrier family open at all times. Special features are monthly newsletters and a training handbook which gives time-tested suggestions for good delivery service.

There is no generation gap here. The Observer circulation manager lets each carrier know that he is interested in him and will do his utmost to see that each carrier's business venture is pleasant and profitable.

Newspaper readers everywhere have come to count on the boy who brings the paper to the door with a degree of reliance which unconsciously belies that that's still just what he is -- a boy. But perhaps something else should be added: As a newsboy, he has started on the road toward being one of mankind's leaders of tomorrow. We think the ONI carrier family will prove just that.

